



President Shelly attends Miss Indian Ariz. Pageant, also meets with NFL



Navajo rugs, like this American Flag by Joanne Begaye, will soon be available for purchase at NFL stadiums across the country, thanks to the licensing agreement between the Navajo Nation and the league. (courtesy photo)

PHOENIX, Ariz.—Navajo Nation President Ben Shelly spent the weekend in Phoenix attending meetings for native scholarships and for the economic development for Navajo craftsmen.

On Oct. 11, he attended the Miss Indian Arizona Scholarship Pageant in Scottsdale, where he escorted Shaandiin Parrish for the pageantry.

Parrish, a Navajo contestant majoring in political science at Arizona State University, came in third place at the pageant.

President Shelly said, "I was very happy to participate in the pageant and I'm proud of Shaandiin. The scholarship is a great opportunity for our youth to expand their horizons with a college education."

During an Oct. 12 matchup between the Arizona Cardinals and Washington Redskins, Navajo Nation President Ben Shelly met with Redskins owner

Dan Snyder to discuss the expansion on an NFL agreement.

In early 2014, the Navajo Nation entered into a licensing agreement with the National Football League. The NFL executed the franchising agreement with Navajo Arts and Crafts Enterprise for the sale of Navajo jewelry, rugs, sand paintings and other arts

across the country. The Redskins waived the licensing fee for the Navajo Nation and are working with the league to open the agreement for the rest of the NFL.

President Shelly met with Redskins owner Dan Snyder to discuss expansion of the licensing agreement to the other 31 NFL teams across the country.

"We have an enormous opportunity to bring more business to Navajo craftsmen and artisans," President Shelly said. "This licensing agreement with the NFL has opened the door for new jobs and economic development for the Nation."

President and First Lady Martha Shelly were guests of Snyder in the Redskins suite for the game on Sunday.

"We were there on a mission," President Shelly said, adding that the meeting between the Navajo Nation and the Redskins was about more than football.

President Shelly and Snyder spoke about funding for other possible initiatives, including construction of an indoor sports

working on expansion of the National Museum of the Marine Corps in Triangle, Va. to include the Navajo Code Talkers.

In Nov. 2013, the Navajo Code Talkers were honored during a nationally televised Monday Night Football game between the Redskins and the San Francisco 49ers.

A number of Code Talkers attended the game, including Navajo Code Talkers Association President Peter McDonald, who advocated on behalf of funding the Navajo Code Talkers Museum.

Director of the Navajo Nation Division of Economic Development, Albert Damon, has worked on the licensing agreement between the Navajo Nation and the Redskins from the start of negotiations.

"This licensing agreement allows for growth of the Nation's cottage industry for developing arts and crafts," Damon said. "The Redskins offered first and the NFL issued the licensing agreement."

"Now we're after the other teams," he added.

NACE is currently working on filling hundreds of orders for items that will be sold at FedEx Field and possibly at other stadiums in the NFL.

"We have an enormous opportunity to bring more business to Navajo craftsmen and artisans."

and crafts at FedEx Field in Landover, Md.

This unique partnership has potential for more opportunities for the Navajo Nation.

In many instances, an NFL licensing agreement costs millions of dollars and is worth millions more in potential revenue from sales at stadiums

pavilion on the Navajo Nation and funding for the Navajo Code Talkers Museum.

The Navajo Code Talkers continue to receive national attention for their heroics on the battlefields of World War II.

Snyder said Frederick W. Smith, owner of FedEx and co-owner of the Redskins, is

-30-

